

Watershed Agricultural Council
Operations
Standard Operating Procedure – Promotional Items for Employees

- A. The What – To outline the procedures and requirements for providing WAC logo clothing and other promotional items, inclusive of Pure Catskills and MyWoodlot, to employees. All promotional items, including clothing provided to any WAC staff or Board member must be done so in accordance with this procedure.

Policy: As funding allows, the organization shall provide employees with items of clothing that bear the standard WAC logo, WAC programs logos and/or the Pure Catskills and MyWoodLot logos in order to assist with the identification of the employee when in public and to promote representation of the organization at events.

It is desirable for staff to wear logo apparel when representing the organization at various times, such as public presentations, educational events, meetings, tours, and certain visits and appointments. Contingent upon available funding, WAC will provide logo apparel to support these needs, jackets, sweatshirts, polo shirts, oxford shirts, t-shirts and hats.

In addition, WAC may provide promotional items to employees in certain, preapproved circumstances such as new hires/onboarding or as recognition in employee contests (photo, content development, etc.)

This procedure applies to all clothing and promotional items purchased by WAC for all program areas, regardless of source of funding.

- B. The When – Every other year, or as instances arise supporting the need and/or opportunity to provide items to staff to promote WAC programs, initiatives and special events.

- C. The How –

1. WAC may:

- a. Provide opportunity, at least every other year, contingent upon funding, for employees and/or Board/Committee members to select from a preapproved list of available logo clothing items for a total amount generally between \$100 and \$150 annually. This will be implemented by the Director of Operations.
- b. Provide additional promotional items specific to program initiatives, outreach goals, contests, recognition, new hires, etc. to employees only with preapproval by the Director of Operation. Managers shall email a request to the Director of Operations, copying the Finance Director. While specific program items require Director of Operation’s preapproval, they must be funded through appropriate program budgets/funds. These items will be limited.
- c. Employees will have the opportunity to purchase logo clothing and/or promotional items at the suggested donation cost by reimbursing WAC.
- d. All appropriate procurement procedures will be followed when purchasing logo clothing and promotional products.

2. Employees shall:

- a. Maintain the provided apparel and promotional items as reasonably expected.
- b. Wear the provided apparel and utilize the promotional items as intended and when representing WAC at events, speaking engagements, tours, visits, etc.